Parliament November 22 FSI Coupon Recommendation

Recommended Coupon Detail:

Buy 1 Pack, Get 1 Pack FREE
or
Save $2.25 on a carton purchase

The expiration date will be 12/31/92, with the date highlighted to act as a call to action.

Coupon Placement Status

Product Movers is trying to clear the back cover. As of now, an inside page will be used (we'll try for "page 3" for maximum impact). Placement issue to be resolved within several days. Move ahead on coupon layout, sales reprints, etc. pending resolution of placement.

Rationale:

1. Trial and loading in one coupon
2. "Free" calls attention to the coupon overall, therefore will make the $2.25 carton value effective in stimulating carton purchase among current Parliament smokers.

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Source: https://www.industrydocuments.ucsf.edu/docs/rzjm0004